

ABSTRACT OF THE DISCLOSURE

An advertising system includes advertising data reception device which receives advertising request data at a data center from shops, a database which stores such data, a data converter which converts those data in a certain format, and a data transmission device for transmitting the converted data via a data distribution infrastructure, that provides an advertiser who is not familiar with know-how of advertising distribution with benefit to distribute advertising to public transportation through simple procedures. In addition, since advertising information such as time-limited services may easily be changed in real time by the advertiser, distribution of advertising according to needs becomes possible. It will be possible to provide passengers of the public transportation with distribution of advertising that is attractive.